

**WHAT'S NEW
IN
WIRTHMORE FEEDS
FOR 1954**

NEW
POULTRY FEED
INGREDIENTS
IN
1954

Sodium Arsanilate in Starter and Broiler Feeds for 1954

Many compounds containing arsenic have been used in human and veterinary medicine for the past 50 years. Only recently did the advantages of certain of these compounds become apparent for feeding poultry. The results from one of these compounds known as Sodium Arsanilate have been so outstanding in Wirthmore feeds that effective January 1, 1954, we will offer Sodium Arsanilate (Arsan) in our starter and broiler rations. Sodium Arsanilate is a sodium salt of arsanilic acid. The guaranteed level in all starting rations is 0.0088% Sodium Arsanilate and the cost will be 60 cents per ton for the addition of this drug. Improved Hi-Ener-G (containing 0.0175% SQ) will be available either with or without Arsan. Chick Starter will be offered either unmedicated or containing both 0.0175% SQ and Arsan. Plus-2M will be available only with 0.02% Nitrophenide (Megasul) and Arsan. Listed below is some of the information available on Sodium Arsanilate and the results we have obtained with this drug.

Experimental Results

The results of tests completed at the Wirthmore Experimental Farm in the past 2 years are reported to show the advantages you may expect from the introduction of Arsan in Wirthmore Feeds. The following table lists the improvement found as a result of adding Arsan to our regular rations in the various tests.

Exp. No.	Breed	Sex	% Improvement Due to Sodium Arsanilate				Increased Return Over Feed Cost Per 1000 Birds*
			Wt. @ 10 wks.	Feed Eff. @10 wks.	Shank Color @ 10 wks.	Return Over Feed Cost*	
401	W. Reds	Males	4.2	4.7	9.8	17.4	\$32.40
		Pullets	4.1	3.4	15.2		
422	Nichols N.H.	Males	9.1	5.7	Not Measured	11.0	72.00
429A**	W. Reds	Males	10.8	7.4	10.6	28.0	86.10
		Pullets	4.9	5.4	22.0		
429P***	W. Reds	Males	6.7	2.2	6.7	12.3	45.30
		Pullets	5.1	1.8	19.0		
448	Nichols N.H.	Males	6.2	4.1	16.2	14.4	43.50
	AVERAGE		6.4	4.3	14.2	16.6	\$55.90

*At 12 weeks of age

**A - Aureomycin

***P - Penicillin

The above data show very clearly that in all tests a positive Arsan weight gain and feed efficiency response was noted. In the last test, for example, the weight advantage was .21 lbs. and the feed efficiency advantage .12 lbs. in favor of Sodium Arsanilate. Shank color was measured in all but one of the tests and at 10 weeks of age showed a 14.2% average greater yellowness with Arsan in the ration. The percentage growth and feed efficiency response from Arsan in pullets was less than with cockerels, but the pigment response was better with pullets than with cockerels. The return over feed cost figures also definitely favor the use of Sodium Arsanilate.

Toxicity

Sodium Arsanilate is essentially non-toxic since over ten times the normal feeding level would have to be fed to produce any growth depression whatsoever. By contrast, the chicken has a much lower tolerance for 3-Nitro, particularly when it is used with either Nitrophenide (Megasul) or Nitrofurazone. Actually, even when fed without a coccidiostat, 3-Nitro-4-hydroxyphenylarsonic Acid shows some evidence of toxicity when fed at twice the normal use level. Our experimental use of Arsan, as well as the data of many others, has shown it to be safe and effective as a growth stimulant with both SQ and Megasul. No nervous symptoms have been seen in any of our work. It should be pointed out, however, that a plentiful supply of fresh drinking water is of great importance since leaving a flock fed an arsenical without water for 3 to 4 hours may result in nervous symptoms. If this should be encountered, supply water and replace with feed containing no arsenical for a day.

Tissue Storage

Feeding the customary levels of Sodium Arsanilate does not constitute a human health hazard. Actually, tissue arsenic levels in birds fed the proper amount of Sodium Arsanilate are somewhat less than those found in seafoods and are well below the amount permitted by Food and Drug as a residue on sprayed fruit. Continuous feeding does not cause a cumulative buildup of arsenic in the tissues of the bird and even this small amount is rapidly excreted on discontinuing Arsan feeding. To conform to Food and Drug Regulations, feed containing Arsan should be discontinued 5 days prior to marketing. Either Fattening Pellets with SQ or Improved Hi-Ener-G SQ should be used for this pre-marketing period.

Analytical Control

Our mixing and chemical control of this chemical compound has been tested and proven better than possible with any other arsenical. Our Research Laboratory has spent many months in perfecting methods for the chemical control of Arsan on the mixing line. With the use of these recently developed assay methods we can say that we lead the industry in assuring the poultryman that he gets exactly what he pays for.

The facts speak for themselves. With the addition of Sodium Arsanilate (Arsan) to Wirthmore starter and broiler rations you have top rations made even better. At a cost to the feeder of 60 cents per ton for Arsan there is a 6% better weight, 4% better feed efficiency, 14% better shank color and a 17% greater return over feed cost, \$559 more for each flock of 10,000 broilers and more uniform, more solidly fleshed chickens than ever before.

Menadione Sodium Bisulfite (Source of Vitamin K)

in Wirthmore Feeds in 1954

This new ingredient will appear on the tag for Complete Chick Starter, Improved Hi-Ener-G, Plus-2M, 0.1% Sulfaquinoxaline Mixture, Quickies, Hi-Ener-G Breeder, Breeder Mash, Turkey Starter, Turkey Breeder and Complete Turkey Breeder for 1954. The importance of the addition of this ingredient as a safety factor more than offsets its nominal cost (pennies per ton) in these rations. The statements below explain its addition at this time.

What Is It?

Menadione Sodium Bisulfite is a water-soluble, stable form of synthetic Vitamin K. Vitamin K itself is a fat-soluble vitamin concerned with the maintenance of normal blood clotting time. The form we will use is much more readily absorbed from the intestinal tract and is much more active than natural Vitamin K itself.

"Hemorrhagic Disease"

This condition is typified by hemorrhages under the skin, in the muscles, and in various other areas of the body and has been a relatively serious problem in certain broiler areas. Mortality is often very high and feed intake and weight gains may be very poor.

Little is known about the condition and its cure. However, experimental work at Illinois and West Virginia has suggested that under practical conditions intestinal synthesis of Vitamin K may be poor, and a supplemental ration source helpful in the prevention or treatment of this condition.

The addition of certain drugs, particularly the sulfas, has been pointed

to as being responsible for the appearance of hemorrhagic symptoms.

While overmedication unquestionably has hazards, there are many other factors probably involved. For example, hemorrhages have been reported in broiler flocks receiving no medication, in laying flocks receiving no drugs and in turkeys not on any medication program.

Many pathologists are of the opinion that it is in no way related to a vitamin deficiency. Others say that Vitamin K, if not completely preventive, may at least be helpful in curing the disease.

Wirthmore's Position

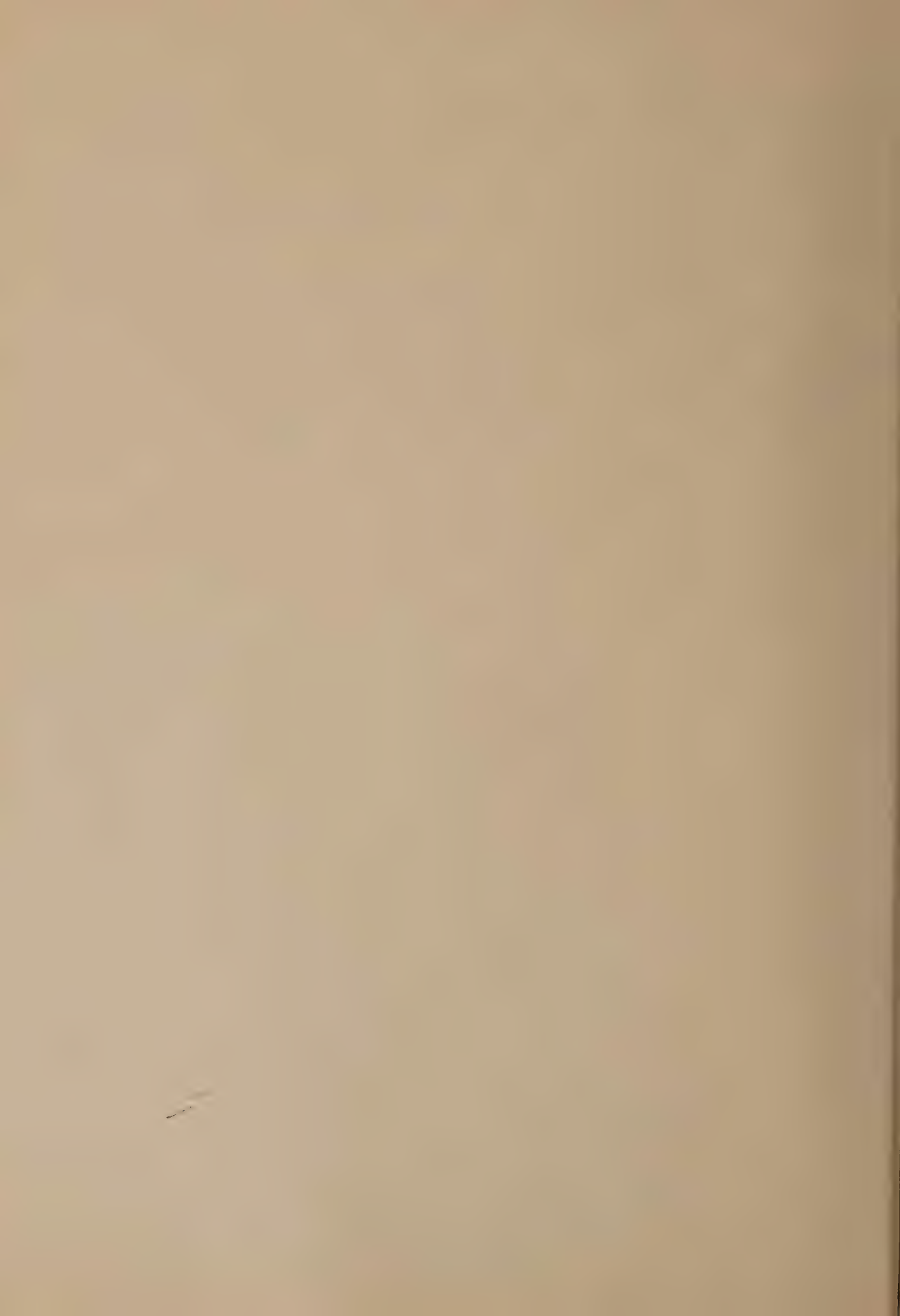
It is a known fact that the bird's need for Vitamin K is a constant one and that the bird cannot store this vitamin. Hence it must either be supplied continuously in the ration or through intestinal synthesis. Variations in a flock may be due to the differing ability of individual birds to synthesize K in the gut. Since there is a question concerning the availability of the Vitamin K from natural sources, and in some cases the possibility of poor intestinal synthesis, we prefer to take no chances and will add it as the synthetic vitamin in starting rations.

The fact that the "hemorrhagic" condition can appear in very young chicks indicates, along with earlier experimental work, that the breeder diet must contain a high enough level of Vitamin K to prevent the appearance of a deficiency in young chicks. We have added all known nutrients to our breeder rations to provide top egg production and hatchability. Beyond that, we fortify the breeder ration with nutrients for maximum transfer to the embryo and the chick. The addition of Menadione Sodium Bisulfite can be



likened to the addition of Vitamin E which we pioneered. It is a safety or insurance factor which will result in better embryo nutrition and can only yield better chick performance as measured by gains, feed efficiency, livability and uniformity.

More will shortly be known about the factors involved in "hemorrhagic disease". Until we have all the answers, be assured that the poultryman, whether growing chicks or producing hatching eggs, will benefit from this latest step in better and more complete "protective nutrition".



POULTRY FEED
AND
TAG CHANGES
IN 1954

QUOTATION SHEET FOR 1954

The quotation sheet will list the following soft poultry feeds in 1954. A number of additions, deletions, and changes will be discussed in the section on individual feeds. The column at the right gives the percentage level of drugs in each feed but will not appear on the quotation sheet.

<u>WIRTHMORE POULTRY FEEDS</u>				<u>% SQ</u>	<u>%Sodium Arsanilate</u>	<u>% Nitrophenide</u>
ACDE	Complete Chick Starter.....					
AC	" " " SQ & Arsan.....			0.0175	0.0088	
AC	Improved Hi-Ener-G SQ.....			0.0175		
ABC	" " SQ & Arsan.....			0.0175	0.0088	
	Fattening Pellets.....					
	" " SQ.....			0.0175		
A	Plus-2M Broiler - Megasul & Arsan					
	0.1% SQ Mixture.....			0.1	0.0088	0.02
A	Hi-Ener-G Grower.....					
A	" SQ.....			0.0125		
A	Hi-Ener-G Layer.....					
A	Hi-Ener-G Breeder.....					
AE	Complete Growing Ration.....					
AE	" " " SQ.....			0.0125		
ACDE	Complete Egg Ration.....					
AE	Growing Mash.....					
ACE	Laying Mash.....					
A	Breeder Mash.....					
	Poultry Fitting.....					
	Poultry Flush.....					
	Super Pellets.....					
A	Quickies (Mash Form).....					
	PN Mixture (Pellets or Mash).....					
	38% Broiler Concentrate.....					
	" " " SQ & Arsan.....			0.044	0.022	
	32% Poultry Concentrate.....					

WIRTHMORE TURKEY RATINGS

AB	Turkey Starting Ration.....					
AB	" " " SQ.....			0.0175		
A	Turkey Growing Ration.....					
A	" Enheptin - 0.05% Drug.....					
A	" Enheptin - 0.1% Drug.....					
A	Turkey Fattening Ration.....					
A	" Enheptin - 0.05% Drug.....					
A	Complete Turkey Breeder Ration.....					
A	Turkey Breeder Ration.....					

- A - Pellets 100s only \$2.00 over
- B - Crumbles \$3.00 over
- C - Fancy Prints \$3.00 over
- D - 25-lb. papers \$1.50 over
- E - 50-lb. papers \$1.00 over

COMPLETE CHICK STARTER

Guaranteed Analysis - Maximum fiber has been dropped to 5%.

Ingredient Added - Menadione Sodium Bisulfite (Source of Vitamin K)

Ingredients Dropped - Ground Wheat, Pulverized Oats

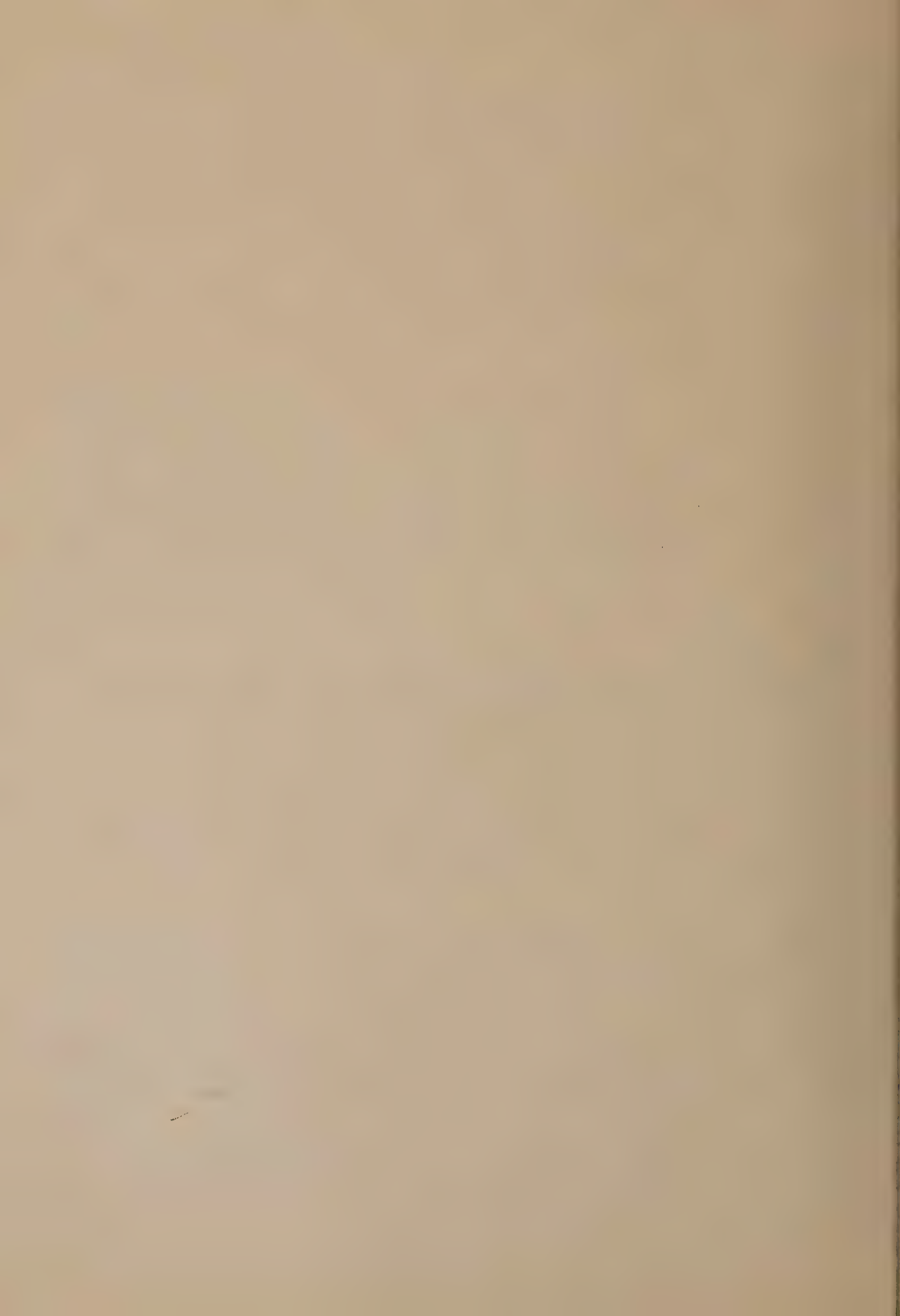
Medication - Available either unmedicated or containing both 0.0175% SQ and 0.0088% Sodium Arsanilate.

This ration has been completely revitalized for 1954. It retains the low-cost feature and will not only do an excellent job with replacements but is high enough in energy to do a good job with broilers. This is particularly important where initial broiler feed price rather than peak performance is a factor.

Points to note are:

1. Medication change from .0125% to .0175% SQ - We have demonstrated that the higher SQ level is better for replacement chicks as well as for broilers. Chick Starter medicated with both SQ and Arsan, rather than unmedicated, should be recommended wherever possible since the cost of the medication is much more than paid for by the improved performance.

2. What will complete Chick Starter SQ Arsan do? - It will grow birds just about as fast as the 1953 version of Improved Hi-Ener-G SQ and only about 3% less efficiently. However, 4% poorer weights and 6% lower feed efficiency can be expected when Chick Starter SQ Arsan is compared with the 1954 Improved Hi-Ener-G SQ Arsan. The lower cost of the former ration does result in about the same feed cost per pound and the same return over feed cost when compared



to the latter. Chick Starter SQ Arsan is a good ration and should be recommended to meet price competition. It will not, however, give peak weights or top flock uniformity that the higher priced Improved Hi-Ener-G SQ Arsan or Plus-2M will give even though the return over feed cost per bird is nearly the same on the three rations.

IMPROVED HI-ENER-G

STARTER and BROILER

Ingredients Added - Menadione Sodium Bisulfite (Source of Vitamin K),

Low Fluorine Rock Phosphate, 1.5%

Ingredients Dropped - Ground Wheat, Dicalcium Phosphate, 1.5%

Medication - Available only with 0.0175% SQ or with both 0.0175% SQ and 0.0088% Sodium Arsanilate. Not available unmedicated.

The ingredient changes listed above have, with the exception of Vitamin K, been in effect for some time. A vast amount of controlled experimental work as well as performance in the field has shown the advantages of 0.0175% Sulfaquinoxaline in Improved Hi-Ener-G. Accordingly, effective January 1, this ration will not be available unmedicated.

The addition of Sodium Arsanilate (Imp. Hi-Ener-G SQ Arsan) will result in the breaking of many growth and efficiency records with this dependable, efficient ration. The advantages are found with replacement birds as well as with broilers. In 1954, in addition to the top weights and feed efficiency, you

may expect improved pigmentation and finish in those market-topping broilers fed Wirthmore.

PLUS-2M BROILER FEED

Ingredients Added - Menadione Sodium Bisulfite (Source of Vitamin K),
Low Fluorine Rock Phosphate, 1.5%

Ingredients Dropped - Ground Wheat, Dicalcium Phosphate, 1.5%

Medication - Contains 0.02% Nitrophenide (Megasul) and .0088% Sodium
Arsanilate

The ingredient changes listed above have, with the exception of Vitamin K, been in effect for some time. The noteworthy change is the addition of Sodium Arsanilate which will give a sharp boost to the performance of this already top-notch broiler ration. This not only means better weight and less feed per pound of gain, but even better pigmentation and market finish than ever before.

FATTENING PELLETS

Ingredients Dropped - Ground Oats, Ground Barley

Medication - Available either with or without 0.0175% SQ

Although no change in fiber guarantee is being made, the elimination of both oats and barley will mean better performance. Improved gains and feed

efficiency as well as better litter condition and equally good feathering can be expected. The pigmentation factors involved in producing yellow skin color have been increased in Fattening Pellets and both color and finish should show a decided improvement.

GROWING FEEDS

HI-ENER-G GROWER

Ingredient Added - Meat Scrap

Ingredient Dropped - Ground Wheat

Medication - Available with or without 0.0125% SQ

A strengthening of the proteins of animal origin is being made in this ration. Wheat was dropped as an ingredient in late 1953. These changes improve this ration for use with either replacements, pullets grown as roasters, or capons.

COMPLETE GROWING

Ingredient Dropped - Ground Wheat

GROWING MASH

Ingredient Dropped - Ground Wheat

L A Y I N G F E E D S

H I - E N E R - G L A Y E R

Ingredient Added - Meat Scrap

Ingredient Dropped - Ground Wheat

C O M P L E T E E G G

Ingredient Dropped - Ground Wheat

L A Y I N G M A S H

Ingredient Dropped - Ground Wheat

B R E E D E R F E E D S

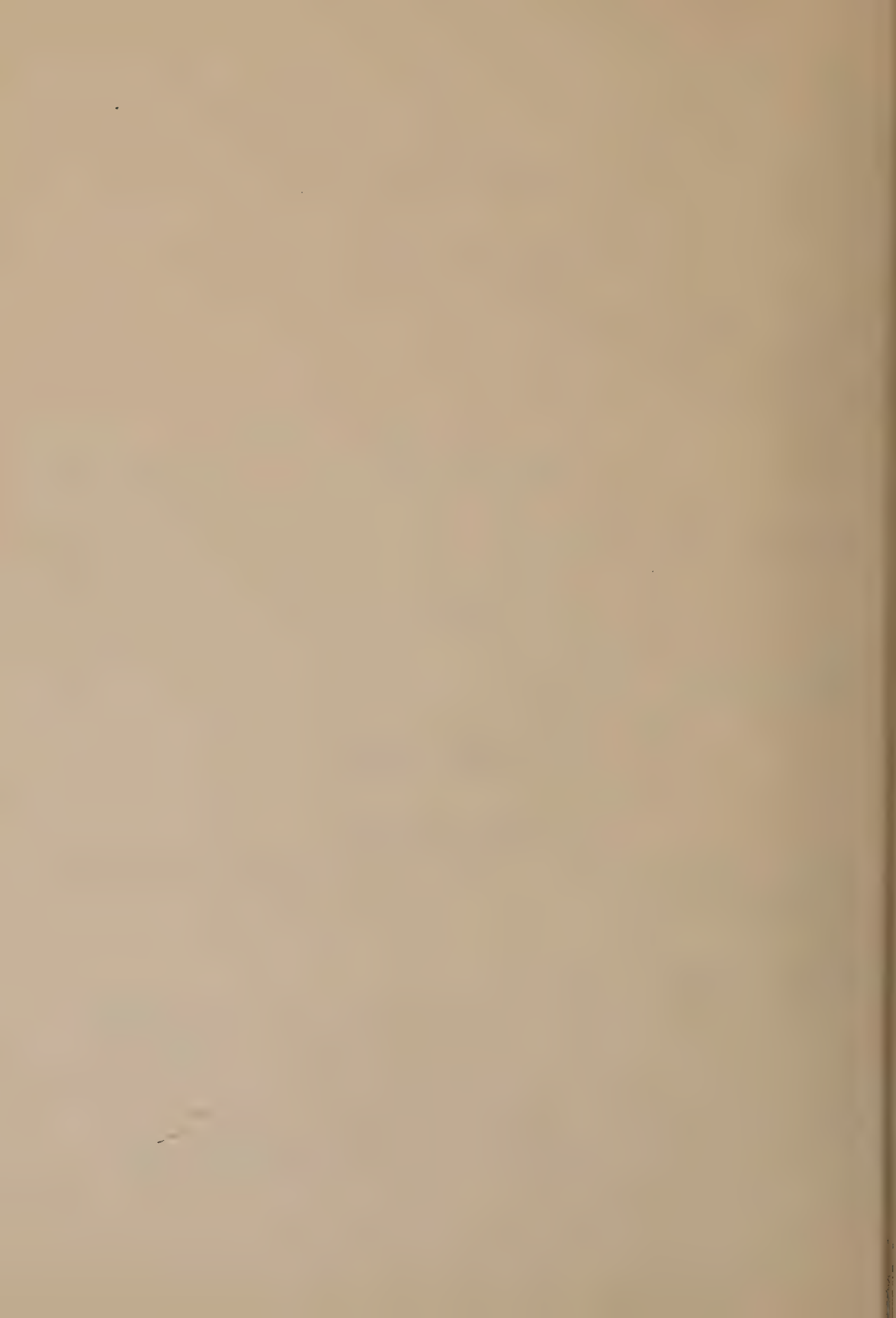
H I - E N E R - G B R E E D E R

Ingredients Added -Dried Whey-Product, Fish Meal, Menadione Sodium Bisulfite

(Source of Vitamin K)

Ingredient Dropped - Ground Wheat

Important additions of factors improving both hatchability and carryover into the embryo and chick should be reflected in better chick viability and growth. This is part of the continuing program of insurance or carryover nutrition. All other production factors have been maintained at 1953 levels.



COMPLETE BREEDER

Will not be quoted in 1954. This feed has been replaced by Hi-Ener-G Breeder and is the first step in the shift to all Hi-Ener-G complete rations for adult birds.

Complete Breeder will still be made available to poultrymen not yet convinced of the true merits of Hi-Ener-G Breeder but will not be quoted.

BREEDER MASH

Ingredients Added - Low Fluorine Rock Phosphate, 2%, Calcium Pantothenate, Niacinamide, Menadione Sodium Bisulfite (Source of Vitamin K).

Ingredients Dropped - Dicalcium Phosphate, 2%, Ground Wheat.

The shift in phosphate and elimination of ground wheat was made in 1953, but new tags were not prepared until the present. The carryover of nutrients to the embryo and the chick is the basis for the addition of higher levels of the two B-vitamins for 1954. These changes in breeder feeds should be reflected in continually better performance in chicks from breeders fed Wirthmore.

MISCELLANEOUS AND HIGH LEVEL MEDICATED FEEDS

POULTRY FITTING

Guaranteed Analysis - Maximum fiber is reduced to 7%

POULTRY FLUSH

No Change

SUPER PELLETS

No Change

PN MIXTURE

No Change

0.1% SULFAQUINOXALINE MIXTURE

Ingredients Added - Low Fluorine Rock Phosphate, 1.5%; Menadione Sodium Bisulfite (Source of Vitamin K).

Ingredients Dropped - Ground Wheat; Dicalcium Phosphate, 1.5%

With the exception of Vitamin K, all changes have
already been made prior to January 1.

QUICKIES

Guaranteed Analysis - Minimum Fat increased to 3%

Ingredients Added - Vitamin E Supplement, Menadione Sodium Bisulfite

(Source of Vitamin K)

Ingredients Dropped - Ground Wheat

Medication - Since Aureomycin is Lederle's trademarked name, the antibiotic will be called by its common or generic chemical name "Chlortetracycline." This tag has been completely revised to meet with the approval of the Food and Drug Administration. The level of Aureomycin (Chlortetracycline) used will remain at 200 grams per ton.

Face of Tag

CHLORTETRACYCLINE
(AUREOMYCIN)

MIXTURE

For the treatment of chronic respiratory disease
(air-sac infection), sinusitis, nonspecific infectious
enteritis, blue comb and hexamitiasis of poultry

Active Drug Ingredient

CHLORTETRACYCLINE HYDROCHLORIDE

0.1 grams per pound
(200 grams per ton)

in WIRTHMORE QUICKIES

Feed Ingredients

(Same as in 1953 with above exceptions)

Guaranteed Analysis

(Same as in 1953 with above exceptions)

Back of Tag -

CHLORTETRACYCLINE

(AUREOMYCIN)

MIXTURE

For the treatment of chronic respiratory disease
(air-sac infection), sinusitis, nonspecific infectious
enteritis, blue comb and hexamitiasis of poultry

Directions

1. Obtain a correct diagnosis and treat with this mixture at the onset of the above diseases. This mixture should replace the regular feed.
2. Feed this mixture for 4-10 days to bring feed intake or production back to normal. If a favorable response is not seen in 3-4 days, the diagnosis should be redetermined and proper measures taken. Retreatment with this mixture may be necessary after one or two week period on regular feed.
3. This mixture may also be used to stimulate appetite during special periods of stress such as vaccination, extreme temperature, moving or other changes in management.

For 1954, this feed with its increased niacinamide, calcium pantothenate, and Vitamin D levels and addition of two new vitamins will be expected to perform even better than in the past. We are confident that many new uses for this mixture in the treatment of poultry diseases will be found in 1954 and that it will continue to be an extremely important feed in the Wirthmore line.

POULTRY CONCENTRATES

We will quote in 1954, 38% Broiler Concentrate, 38% Broiler Concentrate with both .044% Sulfaquinoxaline and .022% Sodium Arsanilate, and a 32% Poultry Concentrate.

These mixing concentrates are being offered to dealers desirous of mixing a broiler ration or growing and laying feeds under their own trademark. They are not to be considered new feeds to be stocked and sold indiscriminately to individual poultrymen. Generally, the mixing of concentrates with grains and mill feeds has not been shown to have any particular advantages in grain deficit areas such as New England. Our offering of these concentrates is based on a limited area demand for them.

38% BROILER CONCENTRATE

Medication - Available either unmedicated or with both .044% SQ and .022% Sodium Arsanilate.

This concentrate has been formulated to be price competitive with other concentrates introduced in this area. Carefully controlled tests have shown the performance on feeds mixed with this concentrate to exceed that of compe-

titive concentrates. However, performance, because of formulation for price, is on a considerably lower level than with either Improved Hi-Ener-G or Plus-2M. To manufacture a concentrate that would perform on a par with the better broiler rations would increase the cost of the concentrate about \$10. This better type of concentrate, if required, could be made available on a special basis.

To make a ton of broiler feed with a guarantee of 20% protein, 3% fat and 4% crude fiber, 800 pounds of the 38% Broiler Concentrate and 1200 pounds of Corn Meal are mixed. If the medicated concentrate is used, a guarantee of 0.0175% SQ and 0.0088% Sodium Arsanilate may be made.

32% POULTRY CONCENTRATE

This concentrate is formulated for mixing with grains and mill feeds to make either growing or laying feeds. To make a high energy complete growing or laying feed will require the mixing of 600 pounds of the 32% Poultry Concentrate, 1200 pounds of Corn Meal and 200 pounds of Wheat Standard Middlings. This feed would meet a guaranteed analysis of 16% protein, 3% fat and 4.5% fiber. The performance on such rations would be almost as good as that on regular Wirthmore Hi-Ener-G Grower and Layer.

TURKEY FEEDS

No changes in the medication of turkey feeds are contemplated for January 1, 1954.

TURKEY STARTER

Guaranteed Analysis - Minimum Protein increased to 28%. Maximum Fiber reduced to 5.5%

Ingredients added - Low Fluorine Rock Phosphate, 1%, Menadione Sodium

Bisulfite (Source of Vitamin K)

Ingredient Dropped - Dicalcium Phosphate, 1%

The increase in protein guarantee and decrease in fiber guarantee will result in a somewhat better poult growth and feed efficiency in 1954. All other changes listed on the tag were put into effect in 1953 except for the addition of Vitamin K.

TURKEY GROWING

Guaranteed Analysis - Maximum Fiber reduced to 6.5%

Ingredient Added - Low Fluorine Rock Phosphate, 2%

Ingredient Dropped - Dicalcium Phosphate, 2%

The fiber decrease will reduce the pounds of feed required to produce a pound of gain.

TURKEY FATTENING

Guaranteed Analysis - Maximum Fiber reduced to 6.5%

A lower fiber level means better feed efficiency with Turkey Fattening for 1954.

COMPLETE TURKEY BREEDER

Ingredients Added - Niacinamide, Calcium Pantothenate, Menadione Sodium

Bisulfite (Source of Vitamin K), Low Fluorine Rock Phosphate, 2%

Ingredients Dropped - Ground Wheat, Dicalcium Phosphate, 2%

The vitamin additions will serve to increase the levels of these vitamins transferred from the hen to the embryo and poult and result in the production of better quality poults.

TURKEY BREEDER

Guaranteed Analysis - Maximum Fiber reduced to 7%

Ingredients Added - Niacinamide, Calcium Pantothenate, Menadione Sodium
Bisulfite (Source of Vitamin K), Low Fluorine Rock Phosphate 2%

Ingredient Dropped - Dicalcium Phosphate, 2%

The same performance improvement will result as with Complete Turkey
Breeder.

FEED AND TAG CHANGES
IN 1954
FOR
WIRTHMORE DAIRY FEEDS
RABBIT PELLETS
AND
DOG FOOD

DAIRY FEEDS

A review of formulas and labels for Wirthmore Dairy Rations showed a need for only minor changes for 1954.

The variety of dairy feeds offered permits any dairyman to select the type of feeds needed to properly supplement his own roughages and to meet the needs of his animals of various ages.

For each feed the selection of ingredients is appropriate for the economic conditions expected to prevail in 1954 so that in each instance maximum value can be delivered.

Minor Changes

Ferrous Carbonate will replace Red Iron Oxide in all Wirthmore dairy rations. This improves the iron, copper, cobalt combination in the feed. The Ferrous Carbonate is insoluble in water which means that its inclusion does not lead to oxidation and destruction of the fat-soluble vitamins. The ferrous carbonate is soluble in gastric juices and thus, the iron becomes available to the animals.

In the Coarse Challenger Rations, Cut Alfalfa replaces Extracted Alfalfa Meal Residue. Temporarily, while chlorophyll was in heavy production, there was available an alfalfa meal residue of high protein at prices that were advantageous to the user. Such sources have disappeared. In its place the Coarse Challenger Rations will include a good, green 1/4 inch cut dehydrated alfalfa. This will be outside the pellets.

RABBIT PELLETS

Wirthmore Rabbit Pellets will include Antibiotic Feed Supplement. In young rabbits, much of the loss from disease is due to mucoid enteritis and it can be greatly reduced by the inclusion of Antibiotic Feed Supplement in the feed. Reducing such losses in the growing young contributes much to increase in meat marketed per litter and the efficiency of producing the marketable product.

DOG FOOD

Through a series of tests Wirthmore Dog Food has been improved in palatability.

In one of the first tests various combinations of the more flavorful ingredients -- meat, fish, and cheese -- were fed in rotation to groups of dogs. One of these stood out above the rest.

Later this combination of animal products was tested in various cereal combinations.

The result is explained in the words of those who tested it, "A feed that every one of the dogs relished, to the last crumb in the bag".

The new Wirthmore Dog Feed is a feed that will stay sold, once it's tried.

